

Be the Change Day - One of the Largest Bay Area Days of Volunteering!

11th Annual Be the Change Day
2009
Sponsorship Packet



“You must be the change you want to see in the world.”
– Mahatma Gandhi

One day
One thousand volunteers

HandsOn Bay Area 135 Bluxome Street, Second Floor
San Francisco, CA 94107
www.hoba.org

SATURDAY, OCTOBER 3, 2009

PURPOSE:

To challenge corporate and community volunteers from around the Bay Area to “**be the change**” they seek in their community.

WHY CELEBRATE BE THE CHANGE DAY?

Be the Change Day is one of the largest Bay Area days of volunteering and provides an opportunity for corporate and community volunteers to translate their ‘spirit of service’ into reality through innovative, fun, meaningful, and rewarding community service projects.

Thanks to your support this past decade thousands of volunteers have completed hundreds of thousands of volunteer hours positively affecting the lives of Bay Area residents in need making the Bay Area a better place!

For the past two decades, HOBA has lead the way in the field of volunteering, leadership development, and national service. Our creative programming and special events have assisted many **Fortune 500 companies** to succeed in the fields of corporate philanthropy and corporate social responsibility.

Be the Change Day is one of the Bay Area’s premier large volunteer days of service. Several **Fortune 500** companies choose Be the Change Day as their key “large day of service” due to the caliber of projects and Bay Area wide positive influence and experience that we bring.

Be the Change Day positively changes the Bay Area every year. On this day, we protect the environment, restore parks, build homes for families in need, assist with wildlife habitat preservation, renovate schools, and we build a positive spirit by creating a sense of community and mutual responsibility among Bay Area residents.

These ideas of unity, purpose, and the great things that can happen when we work together toward a common goal – are just some of the many reasons we celebrate Be the Change Day.

Be the Change Day 101

WHO?

1,000+ HandsOn Bay Area corporate and community volunteers

WHAT?

An entire day of community transformation that creates visible, lasting change in neighborhoods across the Bay Area

WHEN?

SATURDAY, OCTOBER 3, 2009

WHERE?

20+ schools, parks and community agencies throughout Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties will be selected for this large transformative event.

WHY SPONSOR? THE BENEFITS

Sponsorship of Be the Change Day provides your corporation with the opportunity to get **recognition as a leading corporate citizen in the Bay Area.**

Plus:

- Exposure to **10,000+** volunteers, donors, foundations, and corporations
- Great positioning for your brand on event t-shirts and signage
- Inclusion in the HOBA special events online viral marketing campaign
- Outreach to Bay Area print, broadcast and online media
- Opportunities for employee volunteering
- Add hours to your corporate philanthropy and corporate social responsibility measures
- Great team spirit and team building opportunities
- Create safer, healthier, more beautiful communities
- Opportunities to highlight your corporate philanthropy
- Inspire others to join you as a leading corporate citizen
- Draw media attention to the power of community in action
- Raise critically needed funds to underwrite service projects addressing our communities most pressing needs, like literacy, children & youth, hunger, mentoring, education, community enrichment, and the environment

Bronze Shovel - \$5,000 (Starting level)

ONLINE OUTREACH

- Sponsorship recognition with your name on www.hoba.org, which reaches over **80,000 unique visitors annually**
- Your name and thank-you listed in HandsOn Bay Area's quarterly online newsletter, which reaches over **10,000 volunteers, donors, foundations, and corporations**
- Your name and thank-you listed in HandsOn Bay Area's print newsletter highlighting *Be the Change Day*, which reaches over **5,000 volunteers, donors, foundations, and corporations**

PUBLIC RELATIONS/MARKETING

- Event public service announcements prior to the event

BRANDING

- Your logo highlighted on **1,500 event T-shirts**
- Your name highlighted in program at *Be the Change Day* **"Thank You" Parties**- San Francisco, East Bay and South Bay/Peninsula (A series of three parties)
- Your name highlighted in slideshow at *Be the Change Day* **"Thank You" Parties**- San Francisco, East Bay and Peninsula/South Bay (A series of three parties)

COMMUNITY ENGAGEMENT/CORPORATE CITIZENSHIP/SERVICE

- **Underwrite the participation of 50 volunteers**, either a team of your employees or members of the community
- Advance *Be the Change Day* project selection for sponsored team
- **FREE *Be the Change Day* t-shirt** for all participating corporate employees
- **A great opportunity for your employees to volunteer in their own communities** during one of the largest Bay Area days of volunteering!
- Build team work and team spirit through the participation of fun, innovative and rewarding *Be the Change Day* volunteer service projects
- Strengthen your corporate social responsibility and corporate citizenship goals

Gold Ladder - \$10,000

All Bronze shovel (\$5,000) entitlements plus:

ONLINE OUTREACH

- Sponsorship recognition with your **logo** on www.hoba.org, which reaches over **80,000 unique visitors annually**
- “Hotlink” to your Web site on www.hoba.org, which averages over **7,000 unique visitors every month**

PUBLIC RELATIONS/MARKETING

- Your company’s name included in all press-kit materials and in all press releases
- Your logo listed in pro bono advertisements secured, space permitting (Previous pro bono advertisements have appeared in *7x7*, *San Francisco Business Times*, *San Francisco Magazine*, *San Francisco Chronicle*, and *San Jose Mercury News*.)

BRANDING

- Your logo highlighted on screen at *Be the Change Day “Thank You” Parties* - San Francisco, East Bay and South Bay/Peninsula (A series of three parties)
- Your logo in press kit and post event report

COMMUNITY ENGAGEMENT/CORPORATE CITIZENSHIP/SERVICE

- **Underwrite the participation of 100 volunteers**, either a team of your employees or members of the community.
- Onsite orientation/presentation by HOBA staff at your place of business

Titanium Paintbrush - \$15,000

All Gold Ladder (\$10,000) entitlements plus:

ONLINE OUTREACH

- Recognition on HOBA's online community volunteering calendar for **10 additional projects throughout the year**

COMMUNITY ENGAGEMENT/CORPORATE CITIZENSHIP/SERVICE

- **Underwrite the participation of 150 volunteers**, either a team of your employees or members of the community

Diamond Hammer - \$20,000

All Titanium Paintbrush (\$15,000) entitlements plus:

ONLINE OUTREACH

- Recognition on HOBA's online community volunteering calendar for **20 additional projects throughout the year**

COMMUNITY ENGAGEMENT/CORPORATE CITIZENSHIP/SERVICE

- **Underwrite the participation of 200 volunteers**, either a team of your employees or members of the community
- Direct reporting of annual company volunteer hours and projects
- Underwrite the transformative projects on *Be the Change Day* and **20 additional volunteer projects from our community calendar** in the coming year!
- **Receive a 5% discount on your next Hands At Work project.** Hands At Work is HandsOn Bay Area's corporate volunteer event management services. Current clients include *Levi Strauss & Co., Cisco Systems Inc., Gap Inc., NVIDIA, Google, The Charles Schwab Foundation*, and many more *Fortune 500 companies*.

**Presenting Sponsor - \$30,000
(Top Level)**

All Diamond Hammer (\$20,000) entitlements plus:

ONLINE OUTREACH

- Recognition on HOBA's online community volunteering calendar for **30 additional projects throughout the year**

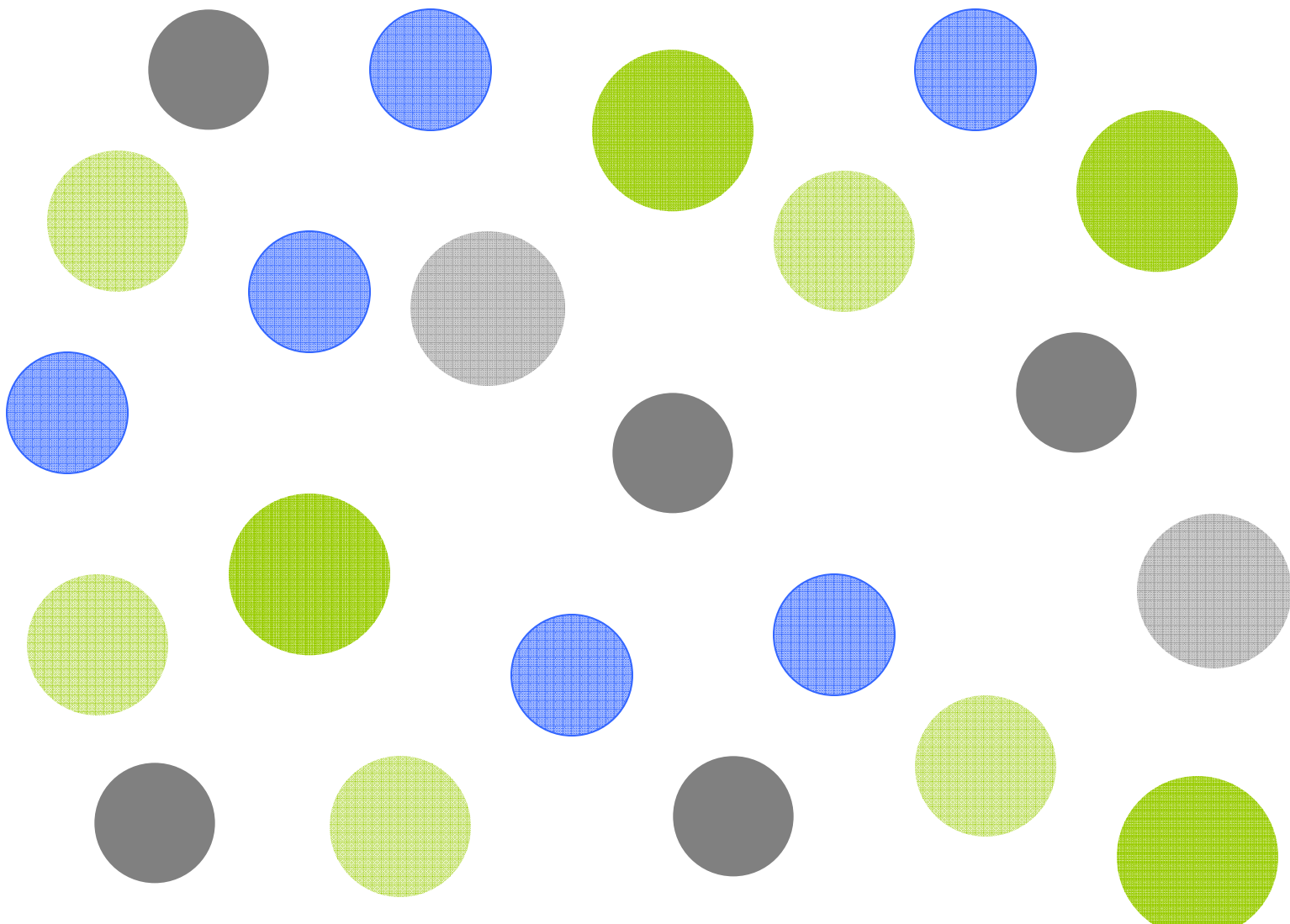
PUBLIC RELATIONS/MARKETING

- Participate as Presenting Sponsor interviewee: **Bay Area Focus with Susan Sikora** show - **The CW 44cable12** Bay Area (*One-on-one interview format, hosted by EMMY winner Susan Sikora, airs Sunday mornings at 8 a.m. on The CW 44cable12 throughout Northern California*)
Former guests include: Senator Barbara Boxer, Speaker of the House Nancy Pelosi, Mayor Gavin Newsom, Prime Minister Benazir Bhutto, Queen Noor, Caroline Kennedy, Walter Cronkite, Dr. Deepak Chopra, and many more
- Participate as Presenting Sponsor interviewee: **Today's World Laurie Sanders** show – 96.5 KOIT Radio (*One-on-one interview format hosted by Laurie Sanders airs Sunday mornings on 96.5 KOIT Radio – 96.5 KOIT Radio reaches 670,000 loyal Adults per week*)
- Participate in other media interviews as booked possible media outlets: NCB11, ABC7, KTVU, and CBS5
- Your company executive named as Honorary Event Co-chair
- Your company's name featured in all press-kit materials and a quote from a company representative featured in all press releases with your company's representative positioned as a spokesperson
- Additional press release developed and distributed, highlighting your sponsorship
- Opportunity for company executive to speak at San Francisco, East Bay, Peninsula and South Bay *Be the Change Day* projects
- Opportunity for company executive to speak at *Be the Change Day* "Thank You" Parties-San Francisco, East Bay and Peninsula/South Bay (A series of three parties)

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COMMUNITY ENGAGEMENT/CORPORATE CITIZENSHIP/SERVICE

- **Underwrite the participation of 300 volunteers**, either a team of your employees or members of the community
- Underwrite the transformative projects on *Be the Change Day* and **30 additional volunteer projects from our community calendar** in the coming year!
- **Receive a 10% discount on your next Hands At Work project.** Hands At Work is HandsOn Bay Area's corporate volunteer event management services. Current clients include *Levi Strauss & Co., Cisco Systems Inc., Gap Inc., NVIDIA, Google, The Charles Schwab Foundation*, and many more *Fortune 500 companies*.

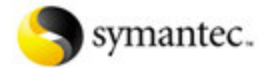


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MANY THANKS TO OUR PAST SPONSORS, MEDIA,
AND COMMUNITY PARTNERS!



High performance. Delivered.



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Wilson Sonsini Goodrich & Rosati
FOUNDATION



THE MOODY'S FOUNDATION



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About HandsOn Bay Area

HandsOn Bay Area (HOBA) strengthens communities through volunteer action and leadership development by creating opportunities for people to volunteer, learn, and lead in their communities.

HOBA:

- Manages 120 direct-service projects a month;
- Mobilizes more than 10,000 volunteers for over 2,500 community service projects annually;
- Provides more than 50,000 hours of free volunteer service to 300 nonprofits across the Bay Area every year;
- Designs projects to meet critical community needs including poverty, literacy, health, homelessness, community enrichment, revitalization, the environment, mentoring, and education for children and youth;

HOBA is an Action Center (affiliate) of the HandsOn Network. - the largest volunteer and citizen action network in the nation! Generated by the Points of Light Institute.



Established in 1987

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Our Network

On August 1, 2007, Points of Light Foundation and Hands on Network decided to join forces and merged into a single organization with a shared vision and a shared set of goals.

The new organization, now called **Points of Light Institute**, is implementing a bold new strategy to create unprecedented scale and people-centered community impact through volunteerism and civic involvement.

HandsOn Network is the leading business unit within the Points of Light Institute portfolio and the activating arm. It is the largest volunteer and citizen action network in the nation.

HandsOn Network inspires, equips, and mobilizes people to take action that changes the world

At the center of the network are 370 affiliates, called HandsOn Action Centers that serve 83% of the American population and located in 12 international communities.

The vast majority of Points Of Light Institute's work and activity happens through HandsOn Network's Action Centers and its expanded network of hundreds of nonprofit, community and faith-based and government organizations.

HandsOn Network. Generated by Points of Light Institute.

HandsOn Network's collective network—manages millions of volunteers and 50,000 volunteer driven community impact projects annually around the country through the Action Centers!



Questions

Oscar Fabián Reyes, Corporate Relations Director, HandsOn Bay Area at oscar@hoba.org or by calling 415-541-9616 Ext. 112.

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